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| **Categories** | **Level 1**  **(0-5)** | **Level 2**  **(6)** | **Level 3**  **(7)** | **Level 4**  **(8,9,10)** |
| **Knowledge/**  **Understanding**   * **Personal information**   **1 paragraph – introduce yourself and purpose**  **2 paragraph –**  **Sell yourself**  **3 paragraph –**  **Request interview and say thank you** | Demonstrates a limited  understanding of cover letter writing.  Includes key components with limited  required information. | Demonstrates some understanding of cover letter writing.  Includes key components with some required information. | Demonstrates considerable understanding of cover letter writing.  Includes key components with most required information. | Demonstrates a high degree of understanding of cover letter writing.  Includes key components with all required information. |
| **Thinking/**  **Inquiry**  -links key skills, experience, and education to position desired | Makes limited connections between skills, experience and education and position desired. | Makes some connections between skills, experience and education and position desired. | Makes considerable connections between skills, experience and education and position desired. | Makes thorough connections between skills, experience and education and position desired. |
| **Application**  -follows spacing rules  -balances white space  -formal, readable font | Creates a layout and design that is limited in its effectiveness. | Creates a somewhat effective layout and design. | Creates a considerably effective layout and design. | Creates a highly effective layout and design. |
| **Communication**  -edited for spelling and grammar  -effective use of language creates polite and professional tone | Uses language with limited accuracy.  Uses language with limited effectiveness to create appropriate tone. | Uses language with some accuracy.  Uses language with some effectiveness to create appropriate tone. | Uses language with considerable accuracy.  Uses language with considerable effectiveness to create appropriate tone. | Uses language with a high degree of accuracy.  Uses language with a high degree of effectiveness to create appropriate tone. |